



# ORDER

Flight Dates **08/29/12-09/23/12**

Contract / Revision **309424 /**  
 Original Date / Revision  
 08/28/12 09/21/12  
 Advertiser **Carmona / Democrat / US Se**

Product  
**Carmona for Arizona**  
 Agency Com 15%  
 Billing Contact  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Sales Office EWSDC  
 Sales Region NAT  
 Agency Ref 2

Order Sep 00:20:00  
 Estimate # **1674**  
 Alt Order #  
 Billing Type Cash  
 Order Type GENERAL  
 Billing Cycle EOM/EOC  
 Billing Calendar BROADCAST  
 Demographic A25-54  
 Rev Codes POL POL CAND  
 Product Codes PL  
 Priority P-3  
 Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Marta Salazar-Perren	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	23	\$9,668.75	\$11,375.00	0.00	08/27/12	09/03/12	19	\$7,650.00	\$9,000.00
Totals	23	\$9,668.75	\$11,375.00	0.00	09/04/12	09/23/12	4	\$2,018.75	\$2,375.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/29/12	09/03/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M-WTF--	:30	2	\$100.00	P-3	0.00 NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/29/12	09/04/12	M-WTF--			2		\$100.00		0.00			
N 2	KNXV	08/29/12	09/03/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-WTF--	:30	2	\$225.00	P-3	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/29/12	09/04/12	M-WTF--			2		\$225.00		0.00			
N 3	KNXV	08/29/12	09/03/12		CM	7am-9am	M-WTF--	:30	2	\$225.00	P-3	0.00 NM	2	\$450.00



KNXV

Print Date: 09/21/12

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Contract / Revision **309424** Flight Dates **08/29/12-09/23/12**

Hiatus Dates

Original Date / Revision 08/28/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1674**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9am											
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	M- WTF--		2			\$225.00		0.00				
N 4	KNXV	09/02/12	09/02/12	Su 6-7am GMA	CM	6am-7am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				Su 6-7am Good Morning ,											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	-----S		1			\$150.00		0.00				
N 5	KNXV	08/29/12	09/03/12	M-F 5pm-530pm	CM	5pm-530pm	M- WTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	M- WTF--		2			\$450.00		0.00				
N 6	KNXV	08/29/12	09/03/12	M-F 6pm-630pm	CM	6pm-630pm	M- WTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	M- WTF--		2			\$450.00		0.00				
N 7	KNXV	09/01/12	09/01/12	Sa 6pm News	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
				SA 6pm-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	-----S-		1			\$250.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	08/29/12-09/04/12	Sa 6pm News			6pm-630p	-----Sa--	:30		<del>(\$250.00)</del>	0.00	NM			
See MG 13.2, 13.3, 13.4, 13.5															
[program change MJ 8/29 ]															
N 8	KNXV	09/02/12	09/02/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	-----S		1			\$250.00		0.00				
N 9	KNXV	08/29/12	09/03/12	M-F 10-1035pm	CM	10pm-1035pm	M- WTF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	M- WTF--		2			\$850.00		0.00				
N 10	KNXV	08/29/12	09/03/12	Nightline	CM	1035pm-1102pm	M- WTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	M- WTF--		2			\$350.00		0.00				
N 11	KNXV	09/01/12	09/01/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	-----S-		1			\$450.00		0.00				
N 12	KNXV	09/02/12	09/02/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	-----S		1			\$850.00		0.00				
N 13	KNXV	08/29/12	09/03/12	M-F 1236am-110am	CM	1236am-110am	M- WTF--	:30	1	\$125.00	P-3	0.00	NM	4	\$2,375.00
				M-F 1236am-110am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	M- WTF--		1			\$125.00		0.00				



KNXV

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Hiatus Dates

Original Date / Revision 08/28/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1674**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	KNXV	08/29/12	09/03/12	M-F 1236am-110am M-F 1236am-110am	CM	1236am-110am	M- WTF- -	:30	1	\$125.00	P-3	0.00	NM	4	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/29/12	09/04/12	M- WTF- -	1		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/29/12-09/04/12		M-F 1236am-110am		1236am-110am	M- WThF- - - -	:30		<del>(\$125.00)</del>		0.00	NM		
See MG 13.2,13.3,13.4,13.5 [program change MJ 8/30]															
2	KNXV	09/23/12-09/23/12		Prime Specials - Local		M-Su Prime	- - - - - Su	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 14.2,7.1,13.1															
3	KNXV	09/23/12-09/23/12		Prime Specials - Local		M-Su Prime	- - - - - Su	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 14.2,7.1,13.1															
4	KNXV	09/23/12-09/23/12		SU 330pm-4pm		330pm-4pm	- - - - - Su	:30		\$200.00		0.00	NM		
Ⓜ MG for 14.2,7.1,13.1															
5	KNXV	09/23/12-09/23/12		SU 11am-6pm		1-2p	- - - - - Su	:30		\$175.00		0.00	NM		
Ⓜ MG for 14.2,7.1,13.1															
N 14	KNXV	08/29/12	08/30/12	2012 National Convention 2012 National Convention	CM	7p-8p	- - 11- - -	:30	2	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/29/12	09/04/12	- - 11- - -	2		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	08/29/12-09/04/12		2012 National Conventions		7p-8p	- - WTh- - - - -	:30		<del>(\$2,000.00)</del>		0.00	NM		
See MG 13.2,13.3,13.4,13.5 [Program Late-Run]															
														Totals	23 \$11,375.00

\*Tax 1 Note: Tax 0.5%.

\*Tax 1 Note: Tax 0.5%.